



Office of the Mayor

MEDIA ADVISORY

Friday, August 24, 2007

10:45 AM

Members of the media are welcome to join the tour at noon today or Monday. Students will be available for interviews afterward by the Morris Performing Arts Center between 12:45 and 1 p.m.

Contact: Mikki Dobski, Director of Communications & Special Projects, 235-5855 or 876-1564

College students to tour South Bend's key attractions

Hundreds of students from the University of Notre Dame, Indiana University South Bend and Saint Mary's College will participate in the second-annual "Explore South Bend" tour, which expanded this year after a 2006 pilot effort focused on Notre Dame students.

The bus tour will include landmarks that make South Bend the region's center for arts, culture and entertainment as well as an introduction to the city's history and diverse neighborhoods. Sights include the downtown, the East Race, the Museums at Washington and Chapin, as well as popular local restaurants and entertainment spots.

Transpo buses will pick up first-year Saint Mary's students and IUSB international students on their campuses at noon today for a tour of the city. The tour includes a pizza lunch provided by homegrown restaurants at the Morris Performing Arts Center or on the Jon Hunt Plaza (weather permitting). They also will dip fondue into the chocolate fountain at the South Bend Chocolate Café. The tour is repeated for Notre Dame freshmen on Monday.

Longer-term efforts to strengthen ties between the universities and the city take a big step forward this fall as construction begins on the \$200 million Eddy Street Commons. But this initiative grew out of conversations between Mayor Stephen J. Luecke and Notre Dame students, seeking to give them immediate reasons to venture off campus into South Bend.

"Through conversations with student leaders, we learned that students weren't aware of all South Bend has to offer," said Mikki Dobski, spokesperson for the Mayor's Office,

which sponsors the tour with Transpo, the colleges and their student governments. “After last year’s tour, students expressed their amazement at all of the attractions and how large the city actually is. We made a point of showing not only the businesses and attractions, but the depth, breadth and mix of neighborhoods that make up the city.”

Friday’s tour will include 25 international students from IU South Bend and more than 100 first-year students at Saint Mary’s College. More than 100 Notre Dame freshmen participated in the first tour last summer. A similar number is anticipated Monday, but signup won’t take place until over the weekend.

Each participant will receive a bag that will include coupons, promotional information and maps to the city, the downtown and the Transpo system. They also will have an opportunity to win other prizes in sweepstakes drawings.